

**Staff  
Summary  
Report**



**To: Mayor & City Council**  
**Through: City Manager**

**Agenda Item Number 29**  
**Meeting Date 7/19/01**

**SUBJECT:** Approval of 2001/2002 City Special Event Sponsorship

**PREPARED BY:** Travis Dray, Community Services Supervisor, 480/350-5182

**REVIEWED BY:** Tom Canasi, Community Services Manager, 480/350-5305  
Mark Richwine, Parks and Recreation Director, 480/350-5325

**BRIEF:** Recommend approval for City sponsorship of community special events for fiscal year 2001/2002 as submitted by the Sponsorship Review Committee.

**COMMENTS:** **RECREATION ADMIN (0707-01)** Request approval of City sponsorship for community special events as recommended by the Sponsorship Review Committee for fiscal year 2001/2002. Total recommended allocations are \$59,822 in both cash and in-kind sponsorship.

**Document Name:** (20010719csmr12) Supporting Documents: Yes

**SUMMARY:** The City of Tempe created the Sponsorship Review Committee to annually recommend allocations of City resources to assist with the provision of community special events for the citizens of Tempe. Events are encouraged to be open to the public, provide entertainment, encourage health and fitness, celebrate diversity, further cultural and historical awareness and positively promote the City of Tempe. The committee received 15 requests and has recommended allocating \$59,822 in cash and in-kind sponsorships towards 13 events for fiscal year 2001/2002.

<u>Event Name</u>	<u>Cash Recommended</u>	<u>Services Recommended</u>	<u>Total Recommended</u>
2002 Olympic Torch Run		\$4,000	\$4,000
Fantasy of Lights/Parade		\$13,000	\$13,000
Downtown Cool Down		\$2,300	\$2,300
Light Up a Luminaria	\$4,000	\$1,190	\$5,190
Veteran's Day Parade	\$1,000	\$4,000	\$5,000
ASU Homecoming		\$3,600	\$3,600
Tempe High School Parade		\$1,500	\$1,500
Empty Bowls Project/Event	\$500	\$1,500	\$2,000
Tempe Farmer's Market	\$3,600		\$3,600
Cardboard Boat Regatta		\$4,100	\$4,100
Miss and Teen Hispanic Arizona	\$3,500		\$3,500

Way Out West Oktoberfest		\$9,000	\$9,000
Frank Kush Youth Walk/Run		\$3,032	\$3,032
<b>Sub Totals:</b>	<b>\$12,600</b>	<b>\$47,222</b>	<b>\$59,822</b>

**FISCAL NOTE:** The annual budget for sponsorship of special events is \$61,333. The committee is recommending allocating \$59,822 which is slightly less than the current allocated amount which allows for slight adjustments in in-kind sponsorships.

**RECOMMENDATION:** Staff recommends approval of the events and allocations as recommended by the Sponsorship Review Committee.

## Sponsorship Review 2001-2002

Event/ Group	Date of Event	Grant Amount Requested		Grant Amount Recommended	
		City Services	Cash	City Services	Cash
2002 Olympic Torch Run	January 20-21, 2002	\$4,000	\$0	\$4,000	\$0
Fantasy Of Lights/Parade	Nov. 24, 2001-Jan. 6, 2002	\$12,500	\$13,000	\$13,000	\$0
Downtown Cooldown	July 14, 2001	\$3,000	\$5,000	\$2,300	\$0
Light Up a Luminaria	December 8, 2001	\$1,190	\$5,000	\$1,190	\$4,000
Veteran's Day Parade	November 12, 2001	\$3,855	\$1,500	\$4,000	\$1,000
ASU Homecoming	November 7-10, 2001	\$3,574	\$0	\$3,600	\$0
Tempe High School Parade	October 26, 2001	\$1,500	\$0	\$1,500	\$0
Empty Bowls Project/Event	February-02	\$1,500	\$0	\$1,500	\$500
Tempe Farmers Market	Every Saturday/Year Round	\$0	\$3,600	\$0	\$3,600
Cardboard Boat Regatta	April-02	\$4,100	\$0	\$4,100	\$0
Miss and Teen Hispanic Arizona	March-02	\$0	\$3,500	\$0	\$3,500
Way Out West Oktoberfest	October 5, 2001	\$8,874	\$0	\$9,000	\$0
Frank Kush Youth Run/Walk	October 13, 2001	\$3,032	\$0	\$3,032	\$0
Collegiate Water Ski Championships	October 12 -14, 2001	\$7,952	\$0	\$0	\$0
Big Air Challenge 2002	May 3-5, 2002	\$8,952	\$0	\$0	\$0
<b>Totals</b>		<b>\$64,029</b>	<b>\$31,600</b>	<b>\$47,222</b>	<b>\$12,600</b>